## ANNUAL REPORT







6TH ANNUAL REPORT ON THE PHOSBOUCRAÂ FOUNDATION'S COMMUNITY AND SOCIAL COMMITMENT IN THE SOUTHERN REGIONS OF THE KINGDOM OF MOROCCO.



His Majesty King Mohammed VI, may God assist him



The Morocco we hope and pray for must be built with a spirit of harmony and cooperation between its regions.

Moreover, each region must be able to benefit equally from new infrastructure and major projects, which will benefit the country as a whole.



November 6, 2019

# BEYOND THE NUMBERS...

In 2019, the Phosboucraâ Foundation celebrated five years of achievements that have forged its identity as the leading human development organization in southern Morocco. Whether in education, training, innovation, entrepreneurship or other areas of development, in 2019, the Phosboucraâ Foundation confirmed the continuity of a strong and unconditional commitment to Saharawi communities. Accordingly, the Foundation was able to launch new projects, along with continuing its work on existing ones.

As far as education, the Foundation supported a class of 11 students to pursue Master's degrees internationally at prestigious schools in both Canada and France. And almost 700 young people have benefited from the skills development program at our Learning Centers in Laayoune and Dakhla, 450 of whom have received international certifications in languages and digital skills. Because the professional integration of our young people is more important than anything else, our job training programs have confirmed their success this year with the enrollment of 127 young people in digital jobs courses alone.

In 2019, our support for entrepreneurship both increased and strengthened. A new partnership with Tarfaya Moubadara and Es-Semara Moubadara brought the number of financing structures supported by the Foundation in the southern regions to five total. The continuation of the Program for Integration through Economic Activity (PIAE), in partnership with the Mohammed V Foundation for Solidarity, strengthened the Foundation's response to challenges in promoting entrepreneurship, especially by certifying 19 project managers in the Guelmim region. Accompaniment of project leaders has also increased. Forty-eight project leaders have been accompanied by the Foundation to realize their eco-

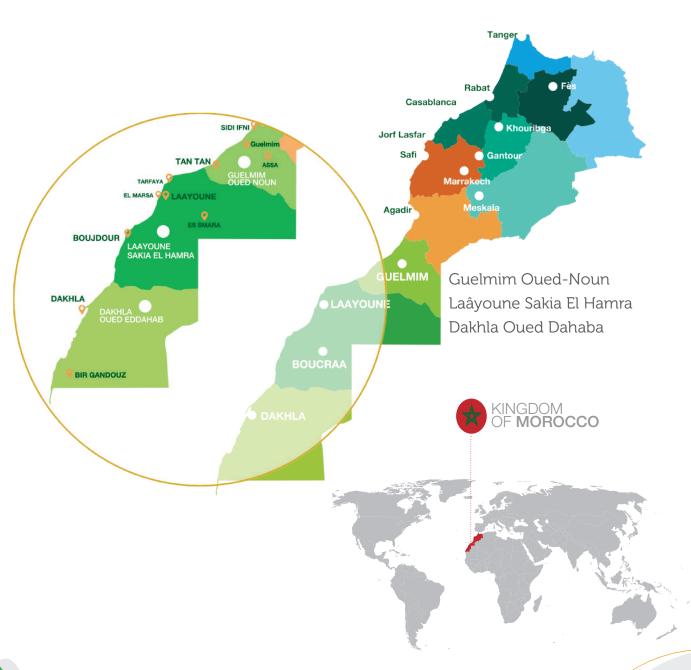
nomic projects: 30 projects were hosted through the annual competition organized by our Learning Center in Dakhla, «Dakhla Business Challenge»; 60 co-operatives benefited from a capacity-building program to access sanitary approval for food products; and 230 women were trained in entrepreneurship, leading to the creation of 33 companies.

In addition to recorded data, the Phosboucraâ Foundation has also demonstrated its ability to respond to specific needs of general interest in the southern regions. Its health initiatives, carried out in partnership with the Mohammed V Foundation for Solidarity, testify to its unwavering commitment to communities. For example, its contribution to the construction of a reception and care center for children in difficult circumstances in Boujdour demonstrates this desire to improve living conditions of those living in the southern regions.

The year 2019 also solidified the Foundation's role as a collaborator and an organizer. This was reflected through the organization of two international forums: one on biosaline agriculture, the other on urban planning. Plus the launch of several research workshops with Mohammed VI Polytechnic University.

# THE PHOSBOUCRAÂ FOUNDATION

Created in May 2014, the Foundation is a major player in human development in the southern regions of Morocco. Its mission is to implement development programs and carry out projects for the benefit of local communities. Its approach relies on listening to the needs of communities, working closely with various stakeholders, and thinking ecologically to ensure the sustainability of projects.



# STRATEGIC MISSIONS



Education for all and improving people's quality of life



Improving the economy



Preserving, honoring, and promoting natural and cultural heritage



Revitalizing the region and improving its appeal



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# KEY FACTS AND NUMBERS



#### **EDUCATION**

Through its Excellence Scholarship program, the Phosboucraâ Foundation has enabled beneficiaries to pursue Master's degrees abroad. Since 2014, there have been

11

beneficiaries of the support to international mobility

157

beneficiaries of the Excellence Scholarship program.



#### **HEALTH**

Organized a traveling multi-disciplinary medical caravan

5

sites covered in Laâyoune, El Marsa, Boujdour, Tarfaya, Es-Semara

68 000

medical acts

8

mobile units and one ambulance

60

participating volunteers



#### ENTREPRENEURSHIP

Delivery of equipment to the benefit of project holders in the region of Guelmim Oued Noun

project leaders of Guelmim

13
project leaders of Tan-Tan

12
project leaders of Sidi Ifni

project holders of Assa



#### **ENTREPRENEURSHIP**

«Dakhla Business Challenge», regional competition organized by Dakhla Learning Center

30

competing projects

13

Entrepreneurs (5 women and 8 men) selected

11

selected projects

3

Projects awarded

500

people attended the final competitions



#### **AGRICULTURAL**

Organization of an International Forum on Biosaline Agriculture in Laayoune

200
participants

13
international speakers

10
countries: New Zealand,
Argentina, Great Britain,
Spain, the Netherlands,
Tunisia, Jordan, Oman,
Saudi Arabia, and the United
Arab Emirates

60

articles in national and international press



#### **SPORT**

Organization of a women-only inter-regional sports competition in Laayoune

170 participants in try-outs

70 participants in the competition

5

teams qualified for Sahraouiya, 2019 edition



#### **URBAN DEVELOPMENT**

The Foum El Oued
Technopole obtains the International
HQE™ Development
Certification

1st

City of Knowledge certified HQETM Development in Africa

2

phases of the HQETM
Planning audit completed and
certified



#### **URBAN DEVELOPMENT**

Organization of an International Urban Forum on the "City of Challenges"

280

participants

15

countries representing 4 continents

45

international speakers

20

participants in «Draw me a city» consultation workshops

70

articles in national and international press





## SOCIAL PROGRAM EDUCATION

# THE FONDATION PHOSBOUCRAÂ ENABLED THE BENEFICIARIES OF ITS EXCELLENCE SCHOLARSHIP PROGRAM TO PURSUE A MASTER'S DEGREE ABROAD

July 11, 2019 - Laâyoune

#### **DESCRIPTION**

In a ceremony held at the Laâyoune Learning Center, the Phosboucraâ Foundation provided support to 11 students through its Excellence Scholarship program to pursue a Master's degree internationally starting in the 2019-2020 academic year. The 11 student beneficiaries of the international mobility support have all been admitted to prestigious institutions including Ecole Centrale and Ecole des Mines in France, and for the first time this year, in Canada, at the Ecole Polytechnique de Montréal and Laval University.



Born in partnership with the Moroccan Student Foundation, and with the support of the Ministry of National Education, the Phosboucraâ Foundation's Excellence Scholarship program is dedicated to high school graduates from the three southern regions. It aims to offer them the opportunity to access prestigious courses and attend the largest national and international universities. Since 2014, 157 students have benefited from the program, 75% of whom are enrolled in public institutions. The first classes were celebrated in September 2018. The year 2019 marks the release of the 3rd class of scholars and the admission of 11 beneficiaries of the program to prestigious schools in France and Canada.



#### **Achievements:**

11

Recipients of international mobility support

157

Beneficiaries of the Excellence Scholarship program since 2014



## SOCIAL PROGRAM EDUCATION

#### SUPPORT OF SIX READING SITES IN LAAYOUNE

2019 - Laâyoune

DESCRIPTION

Since 2016, the Phosboucraâ Foundation has supported six reading sites in the city of Laâyoune in partnership with the Agency for the Promotion of Economic and Social Development (APDS) and the Region of Laâyoune-Sakia El Hamra. The Foundation's contribution to this program has helped maintain this socio-cultural service, benefiting students and youth in Laayoune.



Education, especially academic excellence, results from a mix of components, including reading. By supporting the maintenance of reading sites in Laayoune, the Foundation provides residents with spaces for reading, learning, and creativity to strengthen and enable academic success.



#### **Achievements:**

6 Rea

Reading Points supported

40

facilitators trained

**51 517** visitors

835 members



## THE EMERGENCE OF LEARNING SKILLS CENTERS PROGRAM, A SUCCESSFUL EDUCATIONAL FORMULA

January to December 2019 - Laayoune and Dakhla

DESCRIPTION

In 2019, nearly 700 young people participated in the Emergence of Learning Skills program (EDC) and nearly 450 received international certification in digital skills and languages. The year 2019 also marked the improved socio-economic situations of 436 young members, measured by their ability to obtain a job or internship, or by pursuing an academic or technical course. This represents a professional integration rate of 61%, a satisfaction rate of over 86% and a participation rate of 63% for young women.



The program Emergence of Competences of the Learning Centers of the Phosboucraâ Foundation has just completed its 19th edition with 19 promotions, i.e. 4 446 young people in 5 years. It has become the flagship training program most requested by young people in the regions of Laayoune-Sakia El Hamra and Dakhla-Oued Dahab. Such an increased demand for the program offered by Laayoune Learning Center and Dakhla Learning Center is due to the quality of the training provided.



#### **Achievements:**

**700** 

450

young people trained in 2019

young people certified in languages **61%**Professional integration rate

86% Satisfaction rate **63%**Participation rate of young women



## JOB TRAINING AT THE LEARNING CENTERS: SUCCESSFUL COURSES OF STUDY

#### January to December 2019 - Laayoune and Dakhla

DESCRIPTION

Since their opening in the South, Laâyoune Learning Center and Dakhla Learning Center, the Phosboucraâ Foundation's skills development centers, have been working to offer young people targeted services that will enable them to succeed in integrating into the professional world. The «Vocational Training» program is one of these services. It is oriented towards high-demand sectors, like digital and new technologies, to provide better opportunities for young people. In 2019, 190 young people chose this path, and 127 opted for the digital professions, 62% of whom are young women.



In a market that has become very competitive, it is important to develop skills to better position oneself and succeed in professional integration. It is in response to this need that the Phosboucraâ Foundation centers have set up a specific program entitled «Job training». Oriented towards sectors with high demand, such as digital and new technologies, the «Trades Training» program has benefited more than 331 young people over the past 5 years.



#### **Achievements:**

190

beneficiaries in 2019

127

beneficiaries who chose the digital professions 62%

rate of young women beneficiaries



## THE DIGITAL INCLUSION PROGRAM, IN PARTNERSHIP WITH MICROSOFT

January to December 2019 - Laayoune and Dakhla

**DESCRIPTION** 

In 2016, the Foundation's Learning Centers focused on promoting digital inclusion to contribute to the professional integration of young people. The IT certifications, notably MOS and MCP, are among the most sought after certifications on the market. They are both a validation of IT knowledge and skills for a recruiter and a demarcation for the certified young person. The number of IT certification members has grown from only 17 in 2016, to 1514, with 364 in 2019.



Since 2016, the Foundation's Learning Centers have been deploying a digital integration plan for the young beneficiaries of their employability support programs. Acquiring a Microsoft certification, including MOS or MCP, allows young people to stand out in the market and increase their chances of being hired. In this digital inclusion program, young women are highly visible, with a participation rate of 63%.



#### **Achievements:**

**364** beneficiaries

**63%** young women



#### FOREIGN LANGUAGE PROGRAM (TOEIC AND TFI)

#### January to December 2019 - Laayoune and Dakhla

#### DESCRIPTION

Foreign languages have become an essential skill. In order to address the dynamic needs of professional sectors, the Phosboucraâ Foundation's Learning Centers are committed to providing professional French and English modules to their beneficiaries. The foreign language program is crowned by two international certifications: the Test of English for International Communication (TOEIC) and the Test de Français International (TFI). In five years, more than 257 people have been certified in TOIEC, of whom 160 are young women, and more than 327 have been able to obtain the TFI certificate, of whom 227 are women. In 2019, 156 people were certified.

## OBJECTIVES

The Test of English for International Communication (TOIEC) and the Test de Français International (TFI) are tests that certify a candidate's level of proficiency in English or French, according to international standards. The Foundation's Learning Centers offer graduates of their employability support programs the opportunity to take these two tests, especially those who have demonstrated significant progress in language acquisition during their training at the Centers.



#### **Achievements:**

**156** 

TOIEC and TFI certified members in 2019



## SOCIAL PROGRAM HEALTH

## YEAR TWO OF THE CAMPAIGN AGAINST BREAST AND CERVICAL CANCER

March to December 2019 - Tarfaya, Sidi Ifni, Assa-Zag, Tan-Tan

#### **DESCRIPTION**

After making its way through Laâyoune, Boujdour, Dakhla, Aousserd, and Es-Semara in 2018, the breast and cervical cancer screening campaign moved on to the province of Tarfaya, Sidi Ifni, Assa-Zag and Tan-Tan. Reaching a total of 2,973 women for breast cancer clinical screening and 2,820 women for cervical cancer clinical screening, the program has benefited a total of 3,928 women. In addition, to ensure continuity of access to screening services, this campaign also offered local medical staff a two-day training on screening techniques.



Social development also relies on the strengthening of health services, particularly for the benefit of the most vulnerable populations. Thus, the Phosboucraâ Foundation and its partners have set up a health action plan that specifically benefits women. The campaigns also benefit medical professionals, who receive theoretical and technical training, as the objective of this health plan is not to screen once but to make screening accessible in the region.



#### **Achievements:**

**2**days of training per stage
dedicated to the local medical
staff

**80** medical staff members trained

**3 928** screened (2,973 breast cancer, 2,820 cervical cancer)



#### **SOCIAL PROGRAM HEALTH**

#### ORGANIZED OF A MULTI-DISCIPLINARY CARAVAN IN THE REGION OF LAAYOUNE

October 31 to November 26, 2019 - Laayoune-Sakia El Hamra

DESCRIPTION

From October 31 to November 26, 2019, a multidisciplinary medical caravan of the Mohammed V Foundation for Solidarity, in partnership with the Phosboucraâ Foundation, crisscrossed the four provinces of the Laâyoune-Sakia El Hamra region to perform more than 68,000 medical procedures. The operation, which lasted almost a month, recorded 24,223 medical procedures in Laayoune, 4,308 in El Marsa, 13,704 in Boujdour, 7,123 in Tarfaya, and 19,000 in Es-Semara. Results that place this caravan among the largest caravans conducted at national



Since its creation in 2014, the Phosboucraâ Foundation has initiated more than 20 medical caravans in the southern regions by calling on various national and international partners. In 2019, the Foundation has once again joined forces with the Mohammed V Foundation for Solidarity. Thanks to this strong partner, the Foundation can meet the objective of serving a maximum number of inhabitants.



#### Achievements:

68.000

medical

stages (Laâyoune, El Marsa, Boujdour, Tarfaya, Es-Semara procedures

mobile units and an ambulance

60

volunteers involved in organizing



## SOCIAL PROGRAM HEALTH

## LAUNCH OF CONSTRUCTION WORK ON A RECEPTION AND CARE CENTER FOR CHILDREN IN DIFFICULT SITUATIONS IN BOUJDOUR

November 6, 2019 - Boujdour

#### DESCRIPTION

On the celebration of the 44th anniversary of the Green March, the city of Boujdour hosted the launch of construction work on a new reception and care center for children in difficult situations to which the Foundation contributed, alongside the Regional Council, the Southern Agency, and the National Initiative for Human Development. This new center managed by the Moroccan League for Child Protection will provide the city of Boujdour with a reception structure for children in difficult situations, with a 1,075 m2 space.



Participating in social care in any region is essential when one operates there as a major player in human development. For this reason, the Phosboucraâ Foundation supports the Moroccan League for Child Protection, which aims to take care of children in difficult situations and to integrate them into society. By contributing to this project, the Foundation reinforces the establishment of social protection institutions in the city of Boujdour and contributes to the creation of a new structure that respects the required standards of well-being and health of children in a situation of abandonment.



#### **Achievements:**

1 reception center for children in need

**1 075** m<sup>2</sup> of space





#### **ENTREPRENEURSHIP**

## CERTIFYING BENEFICIARIES OF THE CEFE TRAINING IN GUELMIM

January 24, 2019 - Guelmim

#### DESCRIPTION

As part of the Program for Integration through Economic Activity (PIAE), the Mohammed V Foundation for Solidarity and the Phosboucraâ Foundation have certified 19 young people from the region of Guelmim-Oued Noun as project managers. The certification came at the end of a 26-day training course that prepared the 19 young people for the mission of facilitating the economic integration of project holders in the southern regions. Based on the German CEFE method, the training allowed the beneficiaries to put together skills in how to diagnose situations for a project holder, inform him or her, guide him or her, and finally how to accompany him or her during the different stages of the project's development.



The Program for Integration through Economic Activity (PIAE) plans to accompany those who take on projects and to train the accompanying facilitators. By training CEFE facilitators, the southern regions can have a network of experts capable of accompanying very small enterprises (VSEs), which represent the bulk of the region's economic fabric. Coaching based on the German CEFE method is advantageous in the way it prepares facilitators capable of taking into account the various challenges faced by project leaders in the field.



#### **Achievements:**

19 CEFE certified beneficiaries 26 days of

training

#### 3 sessions :

Session 1 CEFE: November 22 to 27, 2018, in Bouqnadel Rabat Session 2 CEFE: December 20-27, 2018, in Agadir Session 3: A helping relationship/consulting tools: January 16 - 23, 2019 in Guelmim





## ORGANIZING THE CEFE TRAINING FOR THE DAKHLA AND LAÂYOUNE REGION

November 16 to 24 and December 14 to 22, 2019 - training center of the FMV in Bouknadel Salé

After the success of the CEFE training for the region of Guelmim-Oued Noun, two new training sessions for CEFE coaches have been organized in partnership with the Mohammed V Foundation for Solidarity for the region of Laayoune-Sakia El Hamra and the region of Dakhla Oued-Ed Dahab. The launch of this second promotion, which drew 20 participants, aims to strengthen the network of project leader coaches in the southern regions of the Kingdom.



Training experts to accompany project leaders is an important axis in making the economic fabric more dynamic. Thanks to the PIAE program's CEFE training program, the regions of the South are in the process of acquiring a network of experts capable of supporting very small businesses, which represent the bulk of the region's economic fabric. The first CEFE training launched in 2018, has already certified 19 people from the Guelmim Oued Noun region.



#### **Achievements:**

20

participants (Laâyoune 8, Es-Semara 4, Boujdour 4, Dakhla 2)

### 40

#### **ENTREPRENEURSHIP**

## SIGNED TWO NEW PARTNERSHIPS TO SUPPORT FINANCING OF PROJECT HOLDERS

June 19 and November 6, 2019 - Tarfaya and Es-Semara

#### DESCRIPTION

As part of the revitalization of the socio-economic fabric of the southern regions, the Foundation strengthened its support for financing structures of project holders by signing two new partnerships: one with Tarfaya Moubadara, and another with Es-Semara Moubadara. As a reminder, in 2018, the Foundation had signed a partnership with Laâyoune Moubadara, Boujdour Moubadara and Dakhla Moubadara.



Facilitating access to financial resources for very small businesses is a project that the Phosboucraâ Foundation started in 2018 due to its important role in revitalizing the economy. Its connection to local financing structures, the Moubadarat, makes honorary loans available to Very Small Enterprises, without collateral or interest. This is a more accessible financing formula that targets small entrepreneurs seeking to carry out small projects. By supporting 5 Moubadarat, the Foundation takes part in broadening offers of financial support in the southern regions.



#### **Achievements:**

50

projects to be financed in Es-Semara

50

projects to be financed in Tarfaya



# ORGANIZED A TRAINING FOR LOCAL CRAFT PRODUCT CO-OPERATIVES IN THE LAÂYOUNE REGION

March 4 to 6, 2019 - Laayoune

DESCRIPTION

As part of the partnership between the Mohammed V Foundation for Solidarity and the Phosboucraâ Foundation, a training was held March 4 - 6, 2019 in Laâyoune for f local craft product co-operatives in the region of Laâyoune-Sakia El Hamra. The training involved 60 co-operatives that have benefited from a capacity-building program to prepare them to better

sell their projects.



Very active in the southern regions, co-operatives are economic models that create value. By creating a training program to support local craft product co-operatives, the Mohammed V Foundation for Solidarity and the Phosboucraâ Foundation aim to prepare co-operatives for the various challenges of the market, including mastering industrial production processes, complying with quality standards, and obtaining sanitary approval to expand their market access and boost their growth opportunities.



#### **Achievements:**

60

co-operatives of local craft products in the region of Laayoune

80%

women co-operatives : (5 from Boujdour, 8 from Es-Semara and 4 from Tarfaya) 60

participants (1 representative of each co operative)

workshops

organized

groups of 30 people per workshop (2 workshops/day)



## HANDING OVER EQUIPMENT FOR PROJECT LEADERS IN THE GUELMIM-OUED NOUN REGION

April 23, 2019 - Guelmim

DESCRIPTION

The Mohammed V Foundation for Solidarity and the Phosboucraâ Foundation proceeded on Tuesday, April 23, 2019 in Guelmim on an equipment distribution effort to project holders registered in the 2018-2019 edition of the Program for Integration through Economic Activities (PIAE). Launched jointly by the two Foundations in July 2018, this first edition of the program has trained, accompanied and financed 48 project holders, from the four provinces of the Guelmim-Oued Noun region. Equipment distribution, which is part of the approach of the PIAE program, comes in response to the financing difficulties that young project holders encounter. By giving equipment, the two Foundations contribute to improving the survival rate of projects carried out by aspiring local entrepreneurs.



The Program for Integration through Economic Activities launched by the Mohammed V Foundation and the Phosboucraâ Foundation in the southern regions is unique in its field approach. The program's support formula includes supporting projects through equipment. This more concrete approach comes in response to a need already identified by the project leader. It provides them with an alternative to financing.



#### **Achievements:**

13
project holders in
Guelmim

13 project holders in Tan-Tan

12 project holders in Sidi Ifni 10 project holders in Assa



## «DAKHLA BUSINESS CHALLENGE», REGIONAL COMPETITION ORGANIZED BY DAKHLA LEARNING CENTER

December 13, 2019 - Dakhla

DESCRIPTION

On December 13, 2019, the Palais des Congrès of the city of Dakhla hosted, for the 2nd time in a row, the «Dakhla Business Challenge» organized by the Learning Center of the Phosboucraâ Foundation. The competition involved 13 entrepreneurs, five women and eight men, who presented their project ideas before a specialized jury and audience of 500 guests. The competition resulted in the selection of three projects and allowed the 13 young entrepreneurs and the 11 economic projects presented to gain visibility and recognition.



Within its entrepreneurship program, the Dakhla Learning Center of the Phosboucraâ Foundation prepares project holders for a regional competition which aims to help them gain visibility and recognition. The «Dakhla Business Challenge» competition organized at the end of the Center's entrepreneurship program provides a springboard to young project holders, opening up opportunities for assistance in starting their projects. In 2019, 30 projects vied to participate in this regional competition.



#### **Achievements:**

competing projects

**13** 

entrepreneurs selected (5 women and 8 men)

11 projects selected **3** projects awarded

500 audience members



## THE IT ACCELERATOR PROGRAM, IN PARTNERSHIP WITH MICROSOFT

#### November to December 2019 - Laayoune

At its Learning Center in Laayoune, in partnership with Microsoft, the Phosboucraâ Foundation launched an IT "Gas Pedal". This program, which aims to promote innovation by supporting entrepreneurs in the IT sector, has enrolled 16 aspiring entrepreneurs, eight of whom are young women. Scheduled over the course of three months, the IT Gas Pedal program offered beneficiaries experiential learning sessions and business coaching. With six modules covering entrepreneurial skills, project initiation, mentoring, personal development, networking, fundraising support, and pitch preparation, the young IT entrepreneurs were able to build their business plans



and ultimately create their companies.

The digital revolution requires all companies to be equipped with IT infrastructure. Given the economic impact of this revolution, it is vital to develop the IT sector and take advantage of this change to make it a lever for development. The establishment of an IT Gas Pedal within the Laâyoune Learning Center, in collaboration with Microsoft, aims to contribute to the development of the technological sector in the region, to participate in the creation of IT start-ups and to motivate aspiring entrepreneurs to innovate.



#### **Achievements:**

16 young entrepreneurs (18 - 26 years old) 50% young women

months of coaching and training

6 training modules

#### **ENTREPRENEURSHIP**



## THE PROGRAM «LAAYOUNE ENTREPRENEURSHIP INCUBATOR» IN PARTNERSHIP WITH MIT D-LAB

2019 - Laayoune

#### **DESCRIPTION**

In 2019, the Foundation launched an entrepreneurship incubator in the Learning Center of Laayoune, in partnership with MIT D-Lab, the social development program of the American university Massachusetts Institute of Technology (MIT). This project is the culmination of 18 months of collaboration. Started in 2018, the program with MIT D-Lab resulted in the selection of 10 aspiring entrepreneurs who successfully completed training in co-design techniques applied to entrepreneurship. By enrolling in the Laâyoune Learning Center's Entrepreneurship Incubator program, the 10 aspiring entrepreneurs benefit from a year of support to incubate innovative project ideas.

## OBJECTIVES

Hoping to offer the best possible support to entrepreneurs in the South, the Phosboucraâ Foundation partnered with the MIT D-Lab, the social development program of the prestigious American university Massachusetts Institute of Technology (MIT). Planned to last 18 months, the co-design program applied to entrepreneurship, includes three phases that cover identification of project leaders, training, and finally support. The establishment of an incubator in addition to this program is in line with the Foundation's desire to support aspiring entrepreneurs. Coaching within the incubator includes dynamic project-based learning, mentoring, assistance in finding funding, and networking.



#### **Achievements:**

10

entrepreneurs enrolled in the Laayoune Entrepreneurship Incubator program 1

year of incubation

#### **ENTREPRENEURSHIP**



## "WOMEN IN ENTREPRENEURSHIP», A PROGRAM FOR THE ECONOMIC EMPOWERMENT OF WOMEN

#### September to December 2019 - Laayoune

**DESCRIPTION** 

In 2019, the Foundation turned its women's empowerment program into training dedicated to economic empowerment. Piloted by Laâyoune Learning Center, the Women Entrepreneurship program targets women who are engaged in small-scale economic activity. The training consists of helping them acquire the necessary skills to set up projects and to strengthen their leadership through a series of courses around personal development, women's health, and digital tools. The first class of the Women Entrepreneurship program welcomed 232 women who benefited from two months of coaching. The course resulted in the creation of 38 businesses in various sectors in 2019.

## OBJECTIVES

In the southern regions of the Kingdom, women are very involved in socio-economic activities. They often manage very small Income Generating Activities (IGA), but these do not often provide them with a stable income. Therefore, to enable them to better organize and become economically independent, the Foundation launched its "Women in Entrepreneurship" program, which is situated halfway between entrepreneurship and social integration. To date, the program has benefited 232 women, who have various projects in different sectors, including agri-food, commerce, textiles, clothing, and cosmetics.



#### **Achievements:**

232

women beneficiaries

38

enterprises created





#### CO-ORGANIZED THE PLANNING WORKSHOP OF R&D **ACTIVITIES ON BIOSALINE AGRICULTURE WITH UM6P**

April 5 to 6 2019 - Boucraâ

#### DESCRIPTION

In a spirit of creating synergy and sharing knowledge, the Foundation has taken an active part in organizing an R&D workshop on biosaline agriculture on April 5 and 6, 2019, alongside the Mohammed VI Polytechnic University and the International Center for Biosaline Agriculture (ICBA). The great risks of desertification in the southern regions must prompt us to think about the establishment within the Research Center of UM6P in Fourn El Oued of a research program on biosaline agriculture. In order to outline this program, the UM6P, in partnership with the Phosboucraâ Foundation and the International Center for Biosaline Agriculture (ICBA), gathered 46 experts and farmers and a total of 17 institutions for a two day symposium. The workshop consulted with the local and regional environment to determine priority axes of the research program and to define the means and measures necessary for its implementation.



In the southern regions of the Kingdom, the phenomenon of increasing salinization of soils in irrigated areas threatens the sustainability of agricultural production. To prepare a long-term response to this phenomenon, the UM6P Research Center, in collaboration with the Phosboucraâ Foundation and the International Center for Biosaline Agriculture, is planning to set up a dedicated research program. Encouraged by the results obtained in Foum El Oued's agricultural project, which was the first research project on biosaline agriculture conducted by the Phosboucraâ Foundation, the research will focus on three components: soil, water, and plants. The program also includes efforts towards development of the value chain for salinity-tolerant crops.



#### Achievements:

days of workshops

experts and farmers

institutions



#### AN INTERNATIONAL FORUM ON BIOSALINE AGRICULTURE IN THE LAÂYOUNE REGION

May 3 to 4, 2019 - Boucraâ

#### DESCRIPTION

On May 3 and 4, 2019, the Phosboucraâ Foundation, the Mohammed VI Polytechnic University, and the International Center for Biosaline Agriculture (ICBA) organized an International Forum on Biosaline Agriculture in Boucraâ in the region of Laâyoune. This Forum, dedicated entirely to issues related to biosaline agriculture in the southern regions, brought 46 speakers together to address four main topics: mapping and monitoring of salinity; best practices in the use of brackish water in agriculture; development of alternative plants with better tolerance to salt; and joint use of surface water, groundwater and desalinated water. The scientific event saw participation of 200 people, including institutions, academics, and local farmers, attracted by the reputation of a dozen international speakers and the presence of several high-level national experts. The forum ended with a series of recommendations to improve the development of local agriculture.



The organization of the International Forum on Biosaline Agriculture in Laâyoune is part of an effort to offer solutions in water resource management in desert regions, to give a new impetus to scientific research on biosaline agriculture, and to encourage Moroccan scientists to converge their efforts to establish research programs adapted to the various problems related to salinity. The use of brackish water and the adoption of new technologies by farmers remain an important issue for the development of agriculture in the southern regions.



#### Achievements:

200 participants

international speakers

**10** Pays

countries: New Zealand, Argentina, Great Britain, Spain, the Netherlands, Tunisia, Jordan, Oman, Saudi Arabia and the United Arab Emirates.

60

national and international press articles

recommendations



#### LAUNCH OF THE CAMEL HEALTH CAMPAIGN IN THE PROVINCE OF ES-SEMARA

June 24 to July 10, 2019 - Es-Semara province

#### DESCRIPTION

On Monday, June 24, 2019, the Phosboucraâ Foundation — in partnership with the National Office of Food Safety, the Provincial Directorate of Agriculture, the Chamber of Agriculture, the National Office of Agricultural Council, and the Provincial Association of Dromedary Breeders of Es-Semara — launched a 2nd camel health campaign for the benefit of the province of Es-Semara. This initiative has treated and vaccinated 9,200 camels in five rural Es-Semara communities, namely Hawza, Sidi Ahmed Laaroussi, Amgala, Tfariti, and Jdayriya. In total, the Phosboucraâ Foundation has contributed to the vaccination of 105,776 camels.



Aware of the importance of the camel sector in the socio-economic development of the southern regions, the Phosboucraâ Foundation organizes camel health campaigns to support the sector. Because the health of the herds is a critical link in the camel value chain, during these campaigns, herds benefit from care and vaccination, while breeders benefit from the advice of experts and free distribution of medicine.



#### Achievements:

9 200 camels vaccinated in 2019

#### 5 Communes communities (Hawza, Sidi Ahmed Laaroussi, Amgala, Tfariti, Jdayriya)



#### CO-ORGANIZATION WITH UM6P OF THE PLANNING WORKSHOP FOR R&D ACTIVITIES ON THE CAMEL VALUE CHAIN

July 4 to 5 2019 - Boucraâ

#### DESCRIPTION

The Research Center of the University Mohammed VI Polytechnic in Foum El Oued also invests in research on camels because of the sector's importance in the region. On July 4 and 5, 2019 in Boucraâ, in order to engineer this program, UM6P and the Phosboucraâ Foundation organized a planning workshop for R&D activities on the camel value chain. Bringing together 77 participants and international experts, the workshop was an opportunity to define five research and development priority areas: genetic improvement, feeding, animal health, valorization, and the processing and marketing of camel products.



Given the strategic importance of the camel sector in the economy and culture of the southern provinces, the Phosboucraâ Foundation is working closely with the Research Center of the University Mohammed VI Polytechnic to create a research and development program on camels in Foum El Oued-Laayoune. The goal is to conduct high-quality research on camels in order to boost the field and develop the sector.



#### Achievements:

participants

international experts

#### LAUNCH OF THE 2ND PHASE OF THE ENTREPRENEURSHIP PROGRAM FOR CO-OPERATIVES

November 6, 2019 - Laayoune

#### DESCRIPTION

The Phosboucraâ Foundation started the 2nd phase of its Entrepreneurship Program for Co-operatives. This program, launched in 2018, aims to strengthen and support agricultural, agri-food, and local craft product organizations, particularly by implementing measures allowing these organizations to produce and access the market in compliance with the norms and standards in force. In the first phase of this program, 64 cooperatives were selected. The second phase was dedicated to evaluating the co-operatives' needs. For this stage, 10 experts were mobilized to evaluate and provide technical assistance and support to the cooperatives, in areas such as food processing, animal products, agriculture, cosmetics, and local craft products.



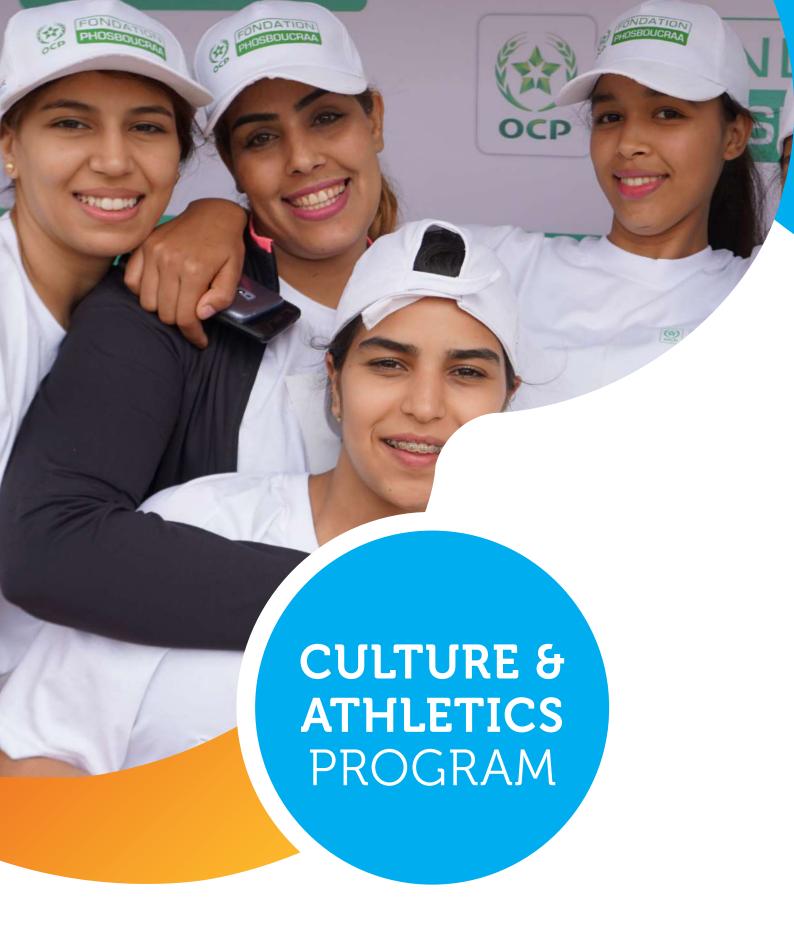
Agricultural, agri-food, and local craft products co-operatives in the South have been strengthened in recent years due to important support from state policies. Through its program «Entrepreneurship for Cooperatives», the Phosboucraâ Foundation aims to contribute to the economic development of these structures. The program targets mainly agricultural co-operatives, food co-operatives, and local craft product co-operatives in the Laayoune-Sakia El Hamra region. The support consists of skills development through establishing support mechanisms and financial assistance, strengthening managerial and technical capacity, and, lastly, support in marketing.



#### Achievements:

beneficiary co-operatives consultants mobilized

areas of intervention Determination of development and equipment needs





## ORGANIZATION OF A WOMEN-ONLY INTER-REGIONAL SPORTS COMPETITION IN LAÂYOUNE

January 19, 2019 - Laayoune

#### **DESCRIPTION**

On January 19, 2019, to accelerate the development of leadership among women in the southern regions, the Phosboucraâ Foundation organized an inter-regional competition in Laayoune that brought together 70 women from the Dakhla-Oued Eddahab, Guelmim-Oued Noun and Laâyoune-Sakia El Hamra regions. The 70 women were selected during workshops conducted in the three southern regions. The tests focused not only on their athletic abilities but also on their civic commitment. From the competition, five teams were selected to participate in the international sporting event «Sahraouiya." Out of the five teams, three managed to finish the «Sahraouiya» competition in the top 10 of the overall ranking, one of which, the team from Laâyoune, earned a second place spot on the podium on February 9, 2019 in Dakhla.



Since 2017, the Phosboucraâ Foundation has been promoting leadership among women through athletic activity and social solidarity. This work has taken the form of a sports and social program «Sport Nature Solidaire Pour Toutes,» which is aimed exclusively at women in the southern regions of Morocco and is implemented in partnership with the Lagon Dakhla Association. The program offers workshops led by a professional coach to introduce participants in each of the three regions of southern Morocco to the value of sport, citizenship, nutrition and well-being, along with organizing athletic activities. For the first version, in 2017, 150 women participated, to which were added the 170 participants of the second edition.



#### **Achievements:**

170

participants in the selections

**70** 

participants in the inter-regional competition of Laayoune

**9**nd

place in the international competition Sahraouiya

#### **CULTURE & ATHLETICS**

## INAUGURATION OF THE MOULAY RACHID SPORTS & SOCIAL COMPLEX IN LAAYOUNE

May 2019 - Laayoune

#### **DESCRIPTION**

Because athletics are a lever for development and can help with social cohesion, the Phosboucraâ Foundation contributed to the construction of a sports & social center for the benefit of the Moulay Rachid neighborhood in Laayoune. The project, conducted in partnership with the Municipality of Laayoune, was inaugurated in May 2019. It includes three soccer fields and all the necessary equipment and amenities. Installed in the Moulay Rachid neighborhood, this sports & social hub aims to provide residents—and especially young people—a space for development and social integration.

## OBJECTIVES

Within the strategic goals for the development of the sports  $\vartheta$  social infrastructure in the city of Laâyoune, the Foundation contributes, alongside institutions, to setting up local sports facilities. Its participation in the sports  $\vartheta$  social complex of Moulay Rachid is part of this effort. The project aims to promote local sports among young people and to foster social integration.



#### **Achievements:**

1 sports & social center **3** soccer fields



## THE LEARNING CENTERS' SOCIO-CULTURAL ANIMATION PROGRAM

#### March to December 2019 - Laayoune and Dakhla

In 2019, the Foundation's Learning Centers have animated the city of Laâyoune and Dakhla by organizing about fifty cultural events, with nearly 800 participants. The cultural agenda of the centers is characterized by a rich program. The centers organize themed events such as «the Café des Entrepreneurs» and host important intellectual personalities such as the author Brahim El Haissan, winner of the Moroccan Book Prize in 2019 for his book «Caricature in Morocco, on the path of the forbidden», or Mohamed Naâma Bairouk, nominated for the Rashed Benhamad Charqui prize for his novel «Black Arcades». The program also includes master classes, film screenings, theater performances, art workshops, photo exhibitions, and many other activities to enrich



the lives of young people.

Located in Laâyoune and Dakhla, the Phosboucraâ Foundation's Learning Centers have become essential spaces over the years for local communities and especially the youth. The Foundation's Centers offer the inhabitants of these two large cities in the south of the Kingdom a space for life and exchange. Culture is celebrated in all its forms for the benefit not only of the centers' members but also of the city's inhabitants.



#### **Achievements:**

50 events organized

800 direct beneficiaries

#### CIVIC ENGAGEMENT AND YOUNG CITIZENS

#### January to December 2019 - Laâyoune and Dakhla

DESCRIPTION

In the Foundation's Learning Centers, members of the «Emergence of Learning Skills» program are asked to collectively design, manage, and carry out civic initiatives for the well-being of their community. In 2019, the centers' members initiated some 20 civic actions, ranging from participation in the Foundation's Multi-disciplinary Medical Caravan, to the redevelopment of public spaces, to engaging with children to raise awareness about digital technologies. All of

these actions are a testament to young people's civic commitment to their community.



The Learning Centers of the Phosboucraâ Foundation devote a significant amount of their training to civic initiatives. The goal is to sculpt the leadership skills of young people through creating a culture of civic engagement. Plus, realization of concrete civic actions strengthens the sense of belonging and facilitates social integration for young people.



#### Achievements:

**20** citizenship initiatives

+1 000 beneficiaries





## ORGANIZED AN INTERNATIONAL WORKSHOP ON URBAN PLANNING IN LAAYOUNE

July 8 - 12 - Laayoune

#### **DESCRIPTION**

From July 8 to 12, the city of Laayoune hosted an International Workshop on Urban Planning, organized in partnership with the School of Architecture of Casablanca, the Urban Agency, the Wilaya of Laayoune, and the Commune of Foum El Oued. Dedicated to the reflection on the urban restructuring project of the municipality of Foum El Oued, the workshop brought together 25 student-architects representing 5 schools of architecture, supervised by professionals and institutions involved in urban planning. The students made field visits, discussed with local actors and met with the inhabitants to develop proposals in 6 themes defined by the supervisors: elements of nature, mobility, public space, Saharawi cultural specificities, and climate.



The International Urbanism Workshop was launched in 2018 in Dakhla. It is part of the inclusive approach of the Phosboucraâ Foundation to promote the opening of the local ecosystem on the national and international experience. The 2019 workshop, like the 2018 one, aims to prepare the local ecosystem for the challenges of territorial development.



#### **Achievements:**

25

participating students of different nationalities

5

Schools of Architecture

Participating schools: ENSA Marseille-France; ENSA Versailles-France, EAMAU Lomé-Togo, ESSACA Cameroon, Ecole d'Architecture de Casablanca-Maroc.



## 2ND CYCLE OF TRAINING «HYGIENE, SAFETY AND ENVIRONMENT AT WORK» FOR THE BENEFIT OF CONSTRUCTION COMPANIES IN THE SOUTHERN REGIONS

January 28 - 31, 2019 - Laayoune

**DESCRIPTION** 

Safety is an issue of primary importance on construction sites. That's why from January 28 - 31 2019, the Phosboucraâ Foundation, in partnership with JESA, a company specializing in delegated project management, launched a second cycle of workplace training on Occupational Health, Safety, and Environment. The training, which began in 2018, targeted all construction companies operating in the southern regions. It took place over the course of four days, offering working sessions dedicated to prevention of risks related to the work site and sessions dedicated to the acquisition of first aid techniques in the workplace.



Occupational Health, Safety, and Environment training began in December 2018. This program, which is part of the preparation of the local ecosystem for the challenges of development, aims to provide construction companies with safety qualifications in order to help them reduce accidents on construction sites, protect their teams, and ensure the sustainability of their businesses. In 2018, 22 individuals from 9 local businesses benefited from the program.



#### **Achievements:**

**42** participants

19 local beneficiary companies

4 training Sessions



## LAUNCH OF «DRAW ME A CITY»: A CITIZEN CONSULTATION PROJECT

April 29 to May 3, 2019 - Laayoune

**DESCRIPTION** 

On April 29, 2019, in Laâyoune, the Phosboucraâ Foundation launched a citizen consultation initiative to imagine a city that meets the needs of all its users. The project, called «Draw me a city» targets children, youth, women and people with reduced mobility (PRM). These four categories were asked to participate in workshops to express their needs and expectations for the development of their city's public space. The workshops reached 350 people. The participants had the opportunity to simulate the transformation of the urban space with the help of a digital application. Analogue paper collage workshops were also scheduled so as not to exclude those less familiar with digital tools.



The Foundation adopts a participatory approach in the management of its projects. Listening to the needs of the communities and taking their expectations into account is a rule applied in all of its programs. The «Draw me a city» project exemplifies this approach. It aims to better articulate an urban development program by encouraging the participation of a population in the construction of their own living space.



#### **Achievements:**

350 people were consulted

20 volunteers trained

**4** schools visited



## ORGANIZATION OF AN INTERNATIONAL URBAN FORUM ON THE «CITY OF CHALLENGES» IN LAAYOUNE

October 17 - 19, 2019 - Laayoune

#### **DESCRIPTION**

From October 17 to 19, 2019, the Phosboucraâ Foundation organized an International Urban Forum on the "City of Challenges", at the Palais des Congrès in the city of Laâyoune. This forum brought together 280 participants, including experts in urban planning, academics, policy makers, and national and international institutions, who came to discuss the best strategies for developing resilient cities. The forum started with the presentation of the new development model of the southern provinces. Participants then followed with panels and roundtables to discover more than 40 models of urban development, including the Technopole of Foum El Oued. The forum also gave rise to a workshop "Draw me a city", organized for local actors in urban planning to introduce them to consultation tools in the management of an urban development project. Debate and discussion led to the presentation of recommendations for the sustainability of urban development projects at the local and international level.



In its approach to urban and territorial development, the Foundation includes both environmental and stakeholder participation. This approach encourages the Foundation to organize international events to invite new ideas and stimulate innovation. The organization of the International Urban Forum on the «City of Challenges» is part of this approach.



#### **Achievements:**

280

15

participants countries represented from 4 continents

45

international speakers

20

Participants in the «Draw Me A City» workshops



## FOUM EL OUED TECHNOLOGY PARK OBTAINS INTERNATIONAL HQETM DEVELOPMENT CERTIFICATION

September 12, 2019 – Angers

#### **DESCRIPTION**

On September 12, 2019, in Angers, the Phosboucraâ Foundation obtained the HQE<sup>TM</sup> Aménagement certification for its urban development project, the Foum El Oued Technopole. Covering the entire life cycle of the project, from the programming and design process to completion and handover, this certification is a recognition of the quality of the Technopole project. This makes the Foum El Oued Technopole the first City of Knowledge to be HQE<sup>TM</sup> Development certified.



The HQE<sup>TM</sup> Aménagement certification is an approach developed for sustainable development operations. It proposes implementing a global and trans-disciplinary approach that allows environmental, social, economic, and urban issues to be combined for development operations. The certification is at the service of a project and those who carry it out, in order to ask the right questions and to allow a rigorous and constructive dialogue. By obtaining this certification, the Phosboucraâ Foundation aims to organize and guarantee a quality approach to international standards, involving stakeholders at all stages of the Foum El Oued Technopole project.



#### **Achievements:**

**1** st

City of Knowledge certified HQETM Development in Africa

2

Phases of the HQETM Planning Audit completed and certified



## EARLY DAYS OF THE MOHAMMED VI POLYTECHNIC UNIVERSITY OF LAAYOUNE RESEARCH CENTER

#### December 2019 - Foum El Oued-Laayoune

#### DESCRIPTION

In December 2019, activities started at the Research Center of UM6P through three research projects in partnership with the Phosboucraâ Foundation. Built on 5000 m², the Research Center is one of the key components of the Foum El Oued Technopole project. Its six buildings offer laboratories, a conference space, a technological hall, a restaurant and many other amenities necessary for the operation of the Center to the UM6P research teams of Laayoune. To prepare for the commissioning of the Center, UM6P research teams organized several workshops and R&D planning with the Phosboucraâ Foundation. The workshops led to the signing, in December 2019, of three partnership agreements for the start of three research projects at the UM6P Research Center in Laayoune, Foum El Oued.

## OBJECTIVES

The Foum El Oued Technopole project includes three key components: a knowledge and research pole supported by the Mohammed VI Polytechnic University and its Research Center, a business pole that will host an incubator to support project holders and boost start-ups, and a living pole that aims to improve the well-being of the community and the attractiveness of the region. The construction of this development project began with the UM6P Research Center to quickly provide the region with a research and innovation structure - dedicated to biotechnology, renewable energies, water and the environment - capable of boosting the development of the southern regions.



#### **Achievements:**

6 buildings **3** research centers





# THE FOUNDATION ON TOUR

Year after year, the Phosboucraâ Foundation shines through its national and international achievements. Whether in the field of entrepreneurship, education, agriculture, or women's empowerment, the Foundation has become a well-recognized model — and one that inspires. The year 2019 was marked by three co-operatives supported by the Phosboucraâ Foundation having the opportunity to present their work internationally in other African countries, giving them the chance to promote the cultural richness of southern Morocco. This is a source of pride for the Foundation — and for the communities of the southern regions!



### ARAB WOMEN LEADERS IN AGRICULTURE AWLA - ICBA

Tunis - Tunisia June 30-July 7

#### AFRICAN WOMEN TAKING THE LEAD

Participation de 2 coopératives du sud

Addis Ababa - Ethiopia December 3-5







#### AFRICANS WOMEN FORUM

Crans Montana Genève

Geneva – Switzerland

June 28

#### FORUM D'AFFAIRES MAROC-FRANCE

Dakhla – Morocco October 24-25





#### RE-IMAGINING THE FUTURE OF EDUCATION

African Leadership Academy

Nairobi – Kenya July 2

#### FAIR SOCIAL AND SOLIDARITY ECONOMIC

Participation of the Al Ayaafa cooperative, beneficiary of the Phosboucraâ Foundation

Diamniadio - Senegal

October 29 - November 5





#### EDUCATION, TRAINING, HEALTH

























#### **ENTREPRENEURSHIP**





















#### **AGRICULTURAL**

















#### **CULTURE & SPORT**











#### **URBAN DEVELOPMENT**





























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